

Project Title: Oakland Park Biodiversity

Project Dates: School Year 2017-2018

Organization: Insect Sciences Museum of California

Contact: Donald Cooper, Board Treasurer | (510) 625-0490 | dcooperate@gmail.com

Introduction: Oakland parks is host to amazing kind of diversity that is unique in the world. There have been efforts to engage this diversity, but it has been difficult. What is this biodiversity? Kids! Why are kids so hard to engage? Because they're kids! Parents have not been the primary peer for decades. Social media has distanced parents as peers even more. As part of an effort to connect with kids, to connect kids to nature and to train kids to make changes to the world around them, ISMC proposes a parks-, nature- and government-based social media campaign that also helps kids to connect with one another and with their prospective colleges and employers.

Goal: ISMC will connect youth with the flora and fauna that can be seen in Oakland parks. Using phone apps, including OAK311, iNaturalist, Snapchat, and also using LinkedIn, ISMC will train youth in parks, recreation centers and schools to use cell phones to observe, photograph, record and share issues about nature and about issues that impact nature. The result will be that young people will know more about nature and how to promote nature by helping to point out the City government opportunities to do better for urban wildlife in city parks.

Background – California, especially the Bay Area, is the #4 leader in science and technology center; however, California, in a national study, ranked #49 for its investment in science education, after Mississippi.

1. **Natural History of Oakland Parks** – Based at the Rotary Nature Center, and expanding to at least one park in each of Oakland's seven council district, ISMC will teach nature photography and how to use iNaturalist, an online app for sharing information about plants and animals. Observations will be treated by a community of scientists online and become part of the evolving knowledge about biodiversity in Oakland.
2. **Civic Engagement** – In April 2018 Oakland launched OAK311, an app to aid Oakland residents to report problems in their community. Young people will be trained to recognize, report and track issues where they live, such as graffiti in parks, broken park benches or overgrown vegetation. Student contributions will be uploaded for address by City government and will be able to see the results of reports in real time, as problems they report are abated. Success will be shared with peers.
3. **Career Tracking** – Young people are engaged in myriads of social media that do not result to career advancement. However, LinkedIn is a social media app that helps the college- or career- minded users to begin building the foundations of careers. ISMC proposes to help young people to create and maintain a career and academic online presence that leads to college admission and career tracts that have environmental, science or technology trajectories

Partners – ISMC has arranged agreements within City of Oakland Public Works divisions as described below:

- Parklands Management - Park Maintenance will receive and process OAK311 service requests created and sent by youth.
- Facility Management – Facility Maintenance will receive and process OAK311 service requests created and sent by youth.
- Environmental Stewardship – Environmental Service's Stewardship Division will assist in the analysis of OAK311 data about volunteer efforts by youth through OAK311

Oakland Park Biodiversity

A Proposal for the Rotary Nature Center
Oakland Parks, Recreation & Youth Development

Contact: Eddie Dunbar
E-mail: eddie@huppeople.org

Oakland Park Biodiversity

- Amazing and unique biodiversity
- Schools, museums, recreation centers, faith orgs
- It's hard to reach Oakland biodiversity
- Why?

Biodiversity = Kids!

- Why are kids so hard to engage?
- Because they're kids
- Causes:
 - Peer pressure
 - Parents
 - Schools
 - Social media

Goal (Get kids connected)

- Connect kids to Oakland parks
- Connect kids to nature
- Connect kids with City government
- Connect kids to one another
- Set kids on college/career trajectories

California GDP = \$2.4 Trillion

Industry	Real value added in billion chained (2009) U.S. dollars
Finance, insurance, real estate, rental, and leasing	491.38
Professional and business services (mostly Technology/Science)	321.89
Government and government enterprises	277.19
Manufacturing	261.91
Information	242.65
Educational services, health care, and social assistance	171.3
Retail trade	139.75
Wholesale trade	131.35
Arts, entertainment, recreation, accommodation, and food services	97.19
Construction	84.95

Source: <https://www.statista.com/statistics/261697/california-real-gdp-by-industry/>

Science Education in California

- California science education ranks 2nd lowest (after Mississippi)
- SF Bay Area is part of Silicon Valley

Source: http://static.lawrencehallofscience.org/rea/bayareastudy/pdf/final_to_print_research_brief.pdf

Confirmed Partners

- **Parklands Management** - Park Maintenance will receive and process OAK311 service requests created and sent by youth.
- **Facility Management** – Facility Maintenance will receive and process OAK311 service requests created and sent by youth.
- **Environmental Stewardship** – Environmental Service’s Stewardship Division will assist in the analysis of OAK311 data about volunteer efforts by youth through OAK311.

CITIZEN SCIENCE

cit-i-zen science

citizen science is the collection and analysis of data made by or for the benefit of non-academics. It is a form of science that is done by members of the general public. The data collected is used to help scientists understand the world around us.

Translating words, bright, and more definitions.

City of Oakland Launches OAK 311 Service For Reporting Problems & Requesting Maintenance

Media contacts

Don Miller
PMA, Jr. | 415.778.1111
PR | 415.778.1111
www.oakland.gov

Download the OAK 311 app

- Post accomplishments
- Start college profile
- Start career trajectories for environment, science & technology